

Message Text

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ACTION NEA-09

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /017 W

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R 170820Z JUN 74

FM AMEMBASSY TEHRAN

TO USDOC WASHDC

INFO SECSTATE WASHDC 6914

UNCLAS TEHRAN 4945

E.O. 11652: N/A

TAGS: ETRD BEXP IR

SUBJECT: COMMERCIAL PRESENCE FAIRS: TEHRAN INTERNATIONAL
TRADE FAIR 1974

REF: STATE 68483

1. TEHRAN INTERNATIONAL TRADE FAIR 1974 PROMISES FAR EXCEED 1973 EXHIBITION IN TERMS BUSINESS TRANSACTED, CROWDS IN ATTENDANCE AND POLITICAL/PUBLIC RELATIONS ASPECTS EVENT. IT WILL BE APOGEE OF MAJOR COMMERCIAL CAMPAIGNS NOW BEING CONDUCTED IN IRAN BY SUCH NATIONS AS WEST GERMANY, FRANCE, ITALY, BRITAIN, JAPAN AND SMALLER MEMBERS OF COMMON MARKET, AS WELL AS LARGER DEVELOPING COUNTRIES. EACH THESE COUNTRIES SEES FAIR AS MAJOR POINT OF ACCESS TO IRAN'S FAST GROWING RESERVIROR OF OIL PRODUCED FUNDS. THIS WILL RESULT IN A FAIR MARKED BY HEIGHTENED DEGREE OF PROFESSIONAL ORGANIZATION AND KEEN COMPETITION.

2. A DESIGN HAS BEEN SUBMITTED AND ACCEPTED FOR AMERICAN PAVILION IN FAIR, WHICH PROVIDES FOR CONSTRUCTION OF "MOVIE SET" OLD WEST TOWN, WITH LOWER PORTION OF EACH BUILDING CUT AWAY TO PROVIDE OPEN DISPLAY OF PARTICIPANTS' PRODUCTS. THIS WILL BE IN CONJUNCTION WITH OUTDOORS USDA DISPLAY OF AMERICAN LIVESTOCK AND RELATED EQUIPMENT.

3. BUDGET FOR PAVILION AS FOLLOWS:
CONSTRUCTION, \$36,400.00; DESIGN, ARTWORK, OVERALL
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SUPERVISION, \$9,200.00; SPACE RENTAL, \$18,216.00;

CLEANING AND UTILITIES, \$10,300.00; CATALOGUES, \$1,000.00;
GUIDES AND SECRETARIES \$2,00.00; TRANSPORTATION,
INSTALLATION AND DISMANTLING \$2,200.00; LABOR, \$400.00;
PUBLICITY \$2,00.00; AMERICAN DAY PROGRAM, \$2,500.00;
FIXTURE AND FURNITURE, \$500.00; CONTINGENCIES, \$5,000.00.
TOTAL BUDGETED EXPENSES: \$89,516.00
PARTICIPANTS WILL BE CHARGED \$125.00 PER METER OF BOOTH
SPACE, WHICH IS EXPECTED TO PRODUCE REVENUES OF \$55,125.00.
EMBASSY THEREFORE REQUEST USDOC SUPPLY \$35,000.00 REMAINING
AMOUNT NEEDED TO COVER BUDGETED EXPENSES.

4. EMBASSY HAS DELAYED SUBMISSION OF ABOVE DETAIL IN
EXPECTATION OF ARRIVAL OF COMMERCE EXPERT MENTIONED IN
VAN GESSEL LETTER TO AMBASSADOR HELMS DATED MAY 1, 1974.
HOWEVER, SINCE HE DID NOT COME TO TEHRAN AND FUNDS
MENTIONED PARA 2 URGENTLY NEEDED TO PAY SPACE RENTAL
FEE AND BEGIN CONSTRUCTION AND DESIGN WORK, COMMERCE
URGED REPLY SOONEST AS TO AVAILABILITY OF FUNDS.
HELMS

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